

# Inaugural "Wild Bill" Yorzyk Swim Challenge

## Sponsorship Opportunities

Local and Regional Reach  
and an  
Environmental Mission

Sunday, August 7, 2022 | Brookfield, MA





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# Executive Summary

*The "Wild Bill" Swim Challenge honors the late Dr. William "Bill" Yorzyk, 1956 Olympic Gold Medal winner in 200-meter butterfly and advocate for environmental sustainability.*

*Proceeds from the August 7, 2022 event at Quacumquasit (South) & Quaboag (North) Ponds in Brookfield, MA will support an environmental mission -- the Quacumquasit Pond Phosphorus Inactivation Project, approved by the Federal Clean Water Act Grant Program.*

*The Event includes open water swimming races, paddle/swim relay, entertainment, and a Vintage Bathing Beauties & Blokes Pageant to commemorate Yorzyk's 1956 Olympic win.*

***The Wild Bill Swim Challenge is seeking sponsors and contributors to ensure this inaugural event can become an enduring event that can continue to contribute to its important environmental mission, and keep local waters clean and sustainable for years to come.***



# The Day's Events and Pricing

## EVENT PRICING

EVENT DESCRIPTION	General Pricing	Student Pricing	Team Discount (5+ people)
Three (3) Mile Open Water Swim (2h 30 max time)	\$50	\$35	15%
One (1) Mile Open Water Swim	\$40	\$25	15%
One (1) Mile Open Water Swim & Paddle Team Relay	\$40	--	--
400 yd Open Water Swim	\$10	--	--
Vintage Bathing Beauties and Blokes Contest	\$10	--	--

## TIMING OF ACTIVITIES

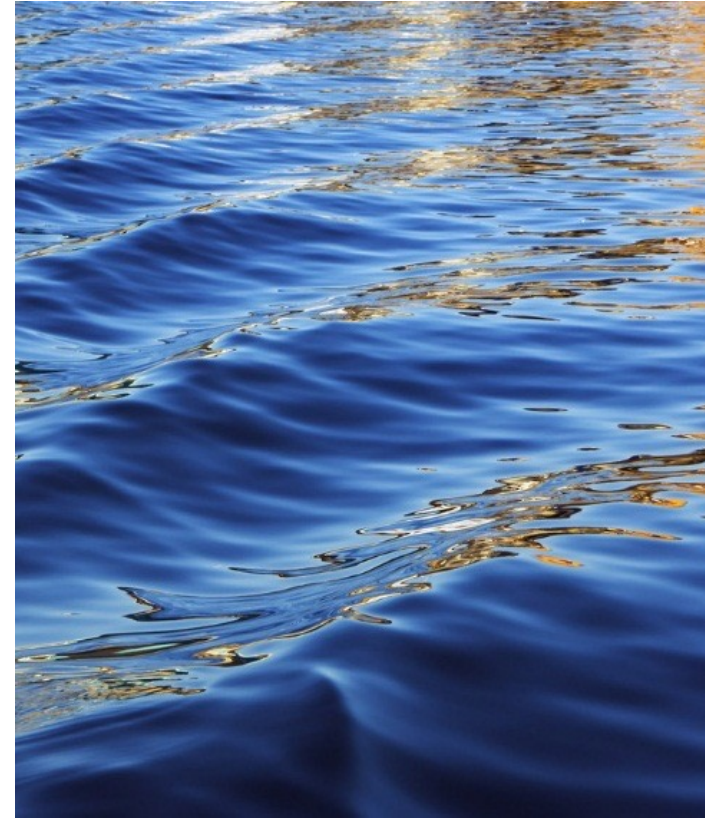
07:00 AM - 07:45 AM EST	Registration & Warm-Up: 3 Mile & 1 Mile Open Swim
08:00 AM EST	Start: 3 Mile & 1 Mile Open Swim
10:30 AM EST	Start: 1 Mile Swim & Paddle Team Relay Start
11:30 AM EST	Start (with boat transfer)
12:00 Noon EST	Vintage Bathing Beauty & Blokes Contest
12:30 PM EST	Celebration of Winners
Til 4 PM EST	Food Trucks, Children's activities, Music, and Fun





# Sponsorship Opportunities

Local and Regional Reach and Environmental Mission







# “Wild Bill” Swim Challenge

## Target Audiences

### Target Sponsors:

- Local and community businesses in Brookfield, E. Brookfield, and Sturbridge, MA
- Mid MA and Northern CT businesses
- Fishing, Boating, and Swimming Enthusiasts in area
- National Health and Sports oriented brands
- Conservation Groups

### Event Participants:

- Swimmers and Water Enthusiasts across the North East;
- Local South and North Pond community
- Local Brookfield, E. Brookfield, Sturbridge, MA residents
- Springfield College Swimming Community



# Sponsorship Opportunities for Businesses and Individuals

- Sponsorship will help support the “Wild Bill” Yorzyk Swim Challenge in its charitable mission and support costs associated with event setup and safety, equipment, catering, and other related costs. Further, it will reach the local community and region, as it will be marketed to individuals and organizations across the North East.

Sponsorship Levels		P	H	G	S	B	S
Contribution Categories		Platinum \$5000+ > \$3500	Host Facility	Gold \$3500 > \$2000	Silver \$2000 > \$1000	Bronze* \$1000 > 500	Sapphire* \$500 > \$100
• Most prominent Sponsor Name in all press releases, invites, and materials sent out to community and region		✓					
• Name and/or Logo on front of Event T-shirt		✓					
• Name and/or Logo on Event Swim Cap		✓					
• Prominent ad in Event program		✓	✓	✓	✓		
• Logo placement on banners, backdrop for press, signage on boats		✓	✓	✓	✓		
• Logo placement on back of Event T-shirt		✓	✓	✓	✓		
• Mention in all publicity about the event		✓	✓	✓	✓		
• Name and/or logo on the event website		✓	✓	✓	✓	✓	
• Name and/or logo in the event program		✓	✓	✓	✓	✓	✓
• Special Recognition at the Event		✓	✓	✓	✓	✓	✓
• Thank you letter from the Wild Bill Swim organization		✓	✓	✓	✓	✓	✓

\* Contributions can also be made “in kind”. You or your family can sponsor needed event materials:

- Tents
- Swim Caps
- Buoys
- Paddleboards
- Catering
- And other options!

If interested, please contact Jennifer Yorzyk Triger [Jenn@wildbillswim.org](mailto:Jenn@wildbillswim.org) for a full list of in-kind contribution sponsorship opportunities



# Sponsorship Commitment for Businesses and Individuals

- Yes, I would like to help and Sponsor the inaugural “Wild Bill” Swim & Paddle Challenge, on August 7, 2022, and help achieve its environmental mission in honor of local hero and community champion, **Bill Yoryk**.

**Sponsorship Commitment Level \$** \_\_\_\_\_  
**We would like to donate for years** 2022 \_\_\_\_ 2023 \_\_\_\_ 2024 \_\_\_\_

**Funds should be received by July 15, 2022**

Name of Business or Individual Sponsor

Contact Name: \_\_\_\_\_

Contact Title : \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Email Address : \_\_\_\_\_

If your organization or business has its own sponsorship form to complete, please email [jenn@wildbillswim.org](mailto:jenn@wildbillswim.org)

*Sponsorship payments should be made out to **"RIDEO LLC - "Wild Bill Swim Challenge"** and can be mailed to Jennifer Yorzyk Triger  
"Wild Bill" Swim Challenge  
162 Lane 7  
East Brookfield, MA 01515*

If you would like to make a donation in kind please email [jenn@wildbillswim.org](mailto:jenn@wildbillswim.org)

***We thank you for your interest and contribution in making this inaugural event a success!***





# Bill Yorzyk - The Inspiration for the Event:



**William "Wild Bill" Yorzyk**  
Olympic Gold Medalist, World Record Holder,  
Physician, Community Leader and  
Northampton, MA native

- *Dr. William "Wild Bill" Yorzyk, (1933-2020) a local from Northampton, MA won Olympic Gold in 1956 in the 200m Butterfly, and is attributed, along with his Springfield College Coach Red Silvia with 'inventing' the infamous dolphin kick. This helped shaving many seconds of time, leading to a World Record which stood for many years (see video below). All told, Bill was a 5-time NCAA All American, and set a total of 11 World Records and won the U.S. National Outdoor Butterfly title four times from 1955-1958.*
- *In the 1970s, Yorzyk used his swimming skills and knowledge of physiology and diving experience to assist in forming dive tables still in use today.*
- *Bill loved the sport of swimming, was an avid outdoorsman, and alongside his medical and military career, stayed active throughout his life in his local community.*
- *Bill's love of the lake was a reason Bill was a founding member of the Quaboag Quacumquasit Lake Association (QQLA). He could often be found "swimming" his dogs (or his daughter) across the lake, decked out in orange. He loved to coach and foster a love for swimming among students and adults, and would be thrilled about this environmentally focused Swim Challenge in his name!*
- *Learn more about Bill: [www.wildbillswim.org/about-bill-yorzyk](http://www.wildbillswim.org/about-bill-yorzyk)*



# Environmental Mission



*Quacumquasit (South) Pond, Brookfield, MA*

## “Wild Bill” Swim Challenge’s Environmental Mission

Net Proceeds will benefit the *Quacumquasit Pond Phosphorus Inactivation Project*, approved by the Federal Clean Water Act Program to keep local waters clean and enjoyable for all

The "Wild Bill" Swim Challenge has an environmental mission -- to keep the local pond waters clean and sustainable for years to come.

Proceeds from this year's inaugural swim challenge will benefit the Quacumquasit Pond Phosphorus Inactivation Project that was recently approved and funded by the Federal Clean Water Act Section 319 Grant Program with a matching grant in the amount of \$225,000 toward the total project budget of \$375,000. An additional \$150,000 is being contributed by the towns of East Brookfield (\$15,000), Brookfield (\$25,000), Sturbridge (\$55,000), and the Newton YMCA/Camp Day (\$5,000), with the balance of the total budget coming from QQLA through local fundraising efforts.

The Town of Sturbridge, which is managing the project, is working with the Quaboag Quacumquasit Lake Association (QQLA), the ESS Environmental Group and Solitude Lake Management to conduct an alum treatment targeting deep phosphorus-rich sediment in South Pond that could be completed as early as Spring 2023.

In simple terms, **the project is expected to increase water clarity, improve cold deep-water fish habitat for trout, reduce future risk due to algal blooms and protect the lake from further water quality degradation.** The project will also help reduce phosphorus in Quaboag Pond and the Chicopee River watershed.

**The late Dr. William "Wild Bill" Yorzyk, for whom the swim challenge is named, was a founding member of the QQLA which will work to sustain the waters that he loved. He would be thrilled with this event and its local environmental mission.**





## Sponsor Us!

If interested in sponsorship or how you can contribute, please contact

Jennifer Yorzyk Triger, Event Director

Email: [jenn@wildbillswim.org](mailto:jenn@wildbillswim.org)

For Press Inquiries

Email: [info@wildbillswim.org](mailto:info@wildbillswim.org)

We look forward to working with you!